

PRESS RELEASE

MEDIASET S.P.A.

COMPLETED €375 MILLION BOND ISSUE

Following the press release issued on 1 August 2013 and in line with the resolution of the board of directors of the same date, Mediaset S.p.A. has announced that it today successfully concluded the issue of an unrated bonded loan for a total nominal value of €375 million. Investors' demand for the bond was more than 10 times oversubscribed.

The main characteristics of the new bonds are as follows:

- units of €100,000 and multiples of €1,000 up to €199,000;
- expiring 24 January 2019;
- a fixed gross annual coupon of 5.125 %;
- an issue price of 99.463%.

It is expected that regulations for the bonds will be established on 24 October 2013. Bonds will be traded on the Luxembourg Stock Exchange.

The operation will diversify the Group's funding sources and optimise the profile of the relative long-term maturities.

The placement operation was managed by Banca IMI, BNP Paribas, Mediobanca and UniCredit, as joint lead managers.

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The present press release does not represent an offer to purchase bonds in the United States of America. The shares are and shall not be registered in the United States pursuant to United States Securities Act of 1933, as subsequently modified (the "Securities Act") as well as pursuant to any other financial rule in any State of the USA or in Australia, Canada, Japan or in any other Country in which this offer or solicitation is subject to authorization of local authorities or is forbidden by the law.

The shares cannot be offered or sold in the USA to, on behalf of or in favor of a U.S. person ("U.S. person", whose meaning is the one stated in the Regulation S of Security Act), unless they are registered pursuant to Securities Act or if exemptions can be applied pursuant to Securities Act.

The present press release does not represent an offer to the public of financial products in Italy, pursuant to art. 1, par. 1, lett. t), of Leg. Decree 24 February 1998 n. 58.

The present press release does not represent an offer for sale or a solicitation to invest in financial products. No actions are or shall be undertaken to allow a public offer of the bonds in any jurisdiction, including Italy.

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Cologno Monzese, 17 October 2013

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